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Missouri Workforce Development Board

William L. Skains Jr., Chair
Missouri Workforce Development Board

Missouri Workforce Development Board

November 14, 2018

9:00 AM to 12:00 PM

Conference Call and Webinar

Access Code: 806 251 330

Call in Number: 650-479-3207

Members Present: Dan Atwill, Garland Barton, Cara Canon, Wayne Feuerborn, John Frederick (for Matt Aubuchon), John Gaal, Tim Gaines, Spencer Clark (for Anna Hui), Kathy Lambert, Roberta LeGrand, Patrick Luebbering (for Dr. Steve Corsi), Jeremy Kintzel (for Zora Mulligan), Mike Pantleo, Jeanette Prenger, William Skains, Jr., Todd Spencer, LeRoy Stromberg, Joshua Tennison, Cheryl Thruston, Leonard Toenjes

Members or Representatives Absent: Don Cook, Jr., Herb Dankert (Proxy to Chair), Rob Dixon, Ray Tubaugh (Proxy to Chair), Randall Williams

MoWDB Staff Present: Mark Bauer, Debra Lee, Dave Overfelt

Guest Attendees: Ronda Anderson, Brooke Beery, Spencer Clark, Scott Drachnik, Dawn Busick Drinkard, Dennis Hall, Kim Hoehn, Jeriane Jaegers-Brenneke, Linda Kirk, Dr. Alice Prince, Michael Ravenscraft, Sherri Rhuems, Teresa Sherlock, Alan Spell

Call to Order, Welcome and Introductions: Chairman Skains called the meeting to order at 9:03 AM and welcomed everyone.

Roll Call: Debra Lee called roll and declared a quorum.

Approval of Board Minutes from September 5, 2018*: With no correction requested to the attendee list, John Gaal moved to approve the minutes. Wayne Feuerborn seconded and the motion carried unanimously.

Certified Work Ready Communities, Dave Overfelt: Dave displayed a map featuring the Missouri Certified Work Ready Communities (CWRC). Cass County was certified in September, and then during the month of October, Webster County was approved. This brings the total counties in Missouri to 72. Currently 22 counties are participating and 21 counties are not. Division of Workforce Development (DWD) staff continue to push this effort forward.

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Local Area Subsequent Designation, Len Toenjes*: Len gave a summary of the subsequent designation process and recommendations of the planning committee. He then made the motion recommending the Missouri Workforce Development Board (MOWDB) Chair sign the appropriate documents necessary to confirm subsequent designation of local workforce development areas as stipulated in Workforce Innovation and Opportunity Act (WIOA). The motion was seconded by John Gaal. No further discussion or changes were brought forward and the motion carried unanimously.

ACT National Career Readiness Certificate Employment Outcomes Report, Alan Spell: Alan is the research manager at The Missouri Economic Research and Information Center (MERIC), within the Department of Economic Development (DED). He gave an overview of the ACT® National Career Readiness Certificate (NCRC) report. ACT® has been in partnership with the Missouri Division of Workforce Development (MODWD) since 2002. They offer ACT® WorkKeys® as a way to evaluate work readiness and assist individuals in their job searches. In 2017 ACT® entered into an agreement with the Missouri DED to research the relationship of ACT® WorkKeys® performance to postsecondary education and labor market outcomes. This is the first time that a non-state agency has approached us about using this information to do research, and we thought it was a great example of utilizing federal dollars to build a system, but then actually leveraging it to do the work. The research is overseen by the Missouri Data Governance Committee which is represented by DED, Department of Labor and Industrial Relations (DOLIR), Department of Higher Education (DHE), Department of Elementary and Secondary Education (DESE), Department of Social Services (DSS), and other agencies. The main data elements occurred in 2012-2014 and totaled about 27,000 records. The data was matched with public higher education records from DHE.

The NCRC has four levels:

- Bronze – Meets skills for at least 17% of jobs
- Silver – Meets skills for at least 69%
- Gold – Meets skills for at least 93%
- Platinum – Meets skills for at least 99%

The research data compared employment results showing each level nine months before testing and 15 months after testing. Also revealed in the research were wage results; again comparing the same before and after results. NCRC levels were not associated with unemployment claim durations. Bronze NCRC earners showed the greatest average wage difference. Postsecondary attainment degrees earned during the study period resulted in the following:

- Certificate – 25%
- Associate degree – 72%
- Bachelor's degree – 2%

In closing, Alan reported the overall results from this study were consistent with the NCRC as a signal of the skills needed for success in the labor market and postsecondary education in Missouri, especially impactful for the less skilled workers. Proof-of-concept that our state can

wisely use data to influence research opportunities. The information from this research will be available on the ACT® website in the coming weeks.

Missouri School Credentials for Occupations Resulting in Employment Success (MOSCORES),

Alan Spell & Dawn Busick Drinkard: Alan demonstrated the MoSCORES tool. It is a system that was developed to provide consumer information to explore career training options and outcomes for credit programs and non-credit or vocational course work. Vice Chairman, Len Toenjes made a comment regarding the term *non-credit*, as possibly being a negative. He stated he would prefer using a different term for non-credit. Alan referred to the term as supplemental credential to make it have a more positive ring to it. The Data Advisory Task Force included Community College staff, Workforce, Eligible Training Provider System (ETPS), and partner agencies that include Missouri Community College Association (MCCA), MERIC, DHE, DWD, and DOLIR. The goals for this project involved creating a usable, sustainable, and comprehensive system that is easy to navigate with automated functions and can be utilized by students, parents, counselors, and the public. Job seekers can search based on their query preferences for top paying programs of study, most popular programs, programs by school, and program work outcomes by region. The data is updated quarterly. There are four training videos and manuals to aid users. There will also be a printed flyer that will be distributed to the Job Centers and schools. This tool is housed within jobs.mo.gov website.

Dawn added that the MCCA received a \$4.7 million data supplemental grant. A good portion of that went to MERIC to help develop the MoSCORES system. Only three states were awarded an additional five million to perform statewide data integration, and Missouri was one of those three. Massachusetts was one, and Kansas was the other.

Trade Adjustment Assistance Community College and Career Training (TAACCCT), Dawn Busick

Drinkard: Chairman Skains recognized Dawn by praising her hard work and the depth of knowledge she has brought to and shared with the group over the many past years. Dawn has worn many hats in various roles within the state, where she was the Director of the DWD, and in Illinois where she worked for five Governors. Most recently, she was tasked with spearheading the state's first ever consortium initiative to support these TAACCCT grants.

Dawn began by giving the group some background about the MCCA. Highlights included:

- Single statewide consortium for all two year public institutions, 12 public community colleges, and one state technical college
- Decentralized education state – no Board of Regents or state governed body. All association members are volunteers.
- Target is state approved Trade Adjustment Assistance (TAA) participants. Clients who are unemployed, underemployed, low skilled, and anyone who scores a five on the NCRC assessment.
- Partners include state workforce system, the Governor, and other key partners

In addition, Dawn explained how the funds for Missouri's Workforce Innovation Networks (MoWINS) grants are appropriated:

- Round 1: MoHealthWINS received \$20 million and involves 13 college consortium. Fiscal agent is Ozark Technical College in Springfield.
- Round 2: MoManufacturingWINS received \$15 million and serves nine college consortium. Fiscal agent is St. Louis Community College.
- Round 4: MoSTEMWINS received \$15 million plus \$4.7 million for the Data Collection Project and covers 13 college consortium. Fiscal agent is Metropolitan Community College in Kansas City.

This grant ended in September 2015 and reaped big deliverables. Some examples are:

- First ever statewide Credit for Prior Learning Policy adopted by all 13 Presidents and Chancellors in February 2013
- Implemented stackable credentials
- First time colleges collected, tracked, and reported student performances that correlated to the same Workforce Investment Act (WIA) common core performance measures
- Purchased Burning Glass software license/subscription and supported staff position at MERIC so all could benefit from these new Labor Market Information (LMI) tools

Performance Report and Additional Measures, Dave Overfelt: Dave gave a brief update regarding the data for Program Year (PY) 17 and how it is measured. There are five things that are measured in order to have Federal compliance and accountability. They are:

- What works for adults?
 - Apprenticeship
 - Incumbent Worker Training
 - On-the-Job Training
 - Occupational Skills Training
 - Career Readiness Certificate
- What works for youths?
 - Work Experience
 - Summer Jobs
 - Internships or On-the-Job Training
 - Transitional Jobs
 - Career Readiness Certificate
- Quality
 - Gender, race, ethnicity, and age
 - Effectiveness in Serving Employers – Repeat Business
 - Effectiveness in Market Penetration – Are we creating new relationships with employers?
- Process
 - Are participant levels up or down?
- Activity – What types of services are being provided?

Vice Chair Toenjes highly suggested obtaining testimonials from employers who have successfully utilized the system. They do two things – they get your data out to other employers, and strengthen your partnership with the local boards.

Division of Workforce Development Update, Dave Overfelt: Dave reported that Director Leathers is in St. Louis for National Apprenticeship Forum. The DWD has developed a partnership with the UK recently to exchange ideas around apprenticeships. One such exchange is the connection that Microsoft who has a robust apprenticeship program in the UK and the US.

Local Area Successes and Highlights, Scott Drachnik: Scott provided highlights from the regions around the state.

Jefferson/Franklin Counties, Michael Ravenscraft:

- Incumbent Worker Training Program with East College – Franklin County
 - This program covers a portion of the cost for employers to send their employees to East Central College, earn a certificate, and receive pay increase at completion.
 - Employers receive an upskilled workforce and support for the training costs and employees get higher wages and transferable skills.
 - This program recently supported training costs at five local Franklin County manufacturers with credentials in welding, computer skills, and leadership training. The average wage increase for welders with post training has increased by approximately 7 percent.

Ozark Region, Mary Ann Rojas:

- The Ozark area recently launched a bi-annual spring and fall *Diversity Talent Hub* with ongoing events supported by their Job Center in an effort to connect high school and college students with employers.
- *EmployAbility Summit* is an annual event to educate local businesses on the advantage of disability inclusion in the workforce.
- *Multicultural Festival* is a premier affair that highlights talent from cultures around the world and in Springfield and Southwest Missouri.
- *Pride March* – Job Center staff proudly march in the local Pride Parade.
- *Veteran Hiring Event* – Various employers seeking skilled workers
- *Autism Resource Connection*
- *Unity on Division* – An annual affair to celebrate and embrace differences
- A.P.P.L.I.E. – The About Persons with Legal Issues in Employment Program commenced in July 2018 in partnership with the Department of Correction's (DOC) Ozark Correctional Center (OCC) in Fordland, Missouri, and the Ozark region Job Center. The program consists of a six week class and includes NCRC testing, resume building, mock interviews, soft skills, etc.
- The region was acknowledged by the Springfield Contractor's Association for their work with Build My Future Project. The construction training Career Expo is in five states.

South Central Region, Vanae Emerick:

- The South Central region was the recipient of two Missouri Registered Apprenticeship Program (MoRAP) grants. One of which is supporting the Greater Ozark Center for Advanced Technology (GOCAT)/Missouri State University Program. The other one was Three Rivers Community College, who just received final approval in September to be the sponsor for Refresco Beverages US, Incorporated out of Sikeston, Missouri and Starting USA Corporation.

SLATE – St. Louis Agency for Training and Employment, Dr. Alice Prince:

- Summer Camp Sponsors – For two years, SLATE has partnered with the Gateway Region YMCA to sponsor a Summer Camp for Clinton-Peabody children ages 5 ½ to 13. The ten week camp offers everything from crafts to swimming to camping and more. Transportation, food, and camp activities are provided at no cost to the parents.
- Eye Care Partnership – SLATE recently teamed with Webster Eye Care to serve residents in the community. Their staff of eight provides eye examinations and new glasses free of charge to the locals, their children, and seniors.

Northwest Region, Lisa Hostetler:

- As a strategic priority, the Northwest Workforce Development Board has chosen to focus on area youth. Their story is about making a difference for youth who live in rural Missouri, where opportunities for work can be limited and challenging.
- *The Lessons in Facing Everything (LIFE) Summit* will kick off in early 2019. LIFE is all about inspiring and educating area youth to develop their abilities to self-advocate. Sessions include:
 - Managing finances and building a budget
 - How to be job/college ready
 - An etiquette lunch
 - Relationship and team building skills
 - Trauma/emotional support
- The Northwest Workforce Board has embarked on a regional Strategic Board Planning Effort to align their work with that of the DED and the DWD. The Board is in the early stages of strategic planning, and plans to use the statewide *Best in the Midwest* and *Talent for Tomorrow* initiatives as a springboard for regional growth.

Northeast Region, Diane Simbro:

- Manufacturing Day/Plant Tours – Held in October at eight locations that included two schools. The Job Centers and the WDB collaborated with the local Chamber of Commerce. Students (grades 8-12) were bused in and armed with information on career pathways, pay scales, skills needed, and education required.
- Warrenton High School hosted a Career Day where 323 local students were transported to the school to visit with 19 employers.
- The Hannibal Job Center held a Career Day at Hannibal High School with 27 employers attending, 13 of which were from the manufacturing or maintenance sector.
- Targeted Hiring Events continue with great success.

St. Louis County, Michelle Smart:

- The St. Louis County DWD was honored at the 2018 ACT® Workforce Development Summit on October 9 in New Orleans and earned CWRC status as one of the 35 Awardees, making them the largest county in the USA to receive the award. They obtained letters of support from over 300 business partners and successfully procured more than 10,000 clients that are eligible for the WorkKeys® assessments.
- St. Louis County DWD also teamed up with Washington University in a learn-as-you-work apprenticeship program for medical assistants. Workers earn \$14 per hour and receive full benefits their first day on the job. Work is performed at the Washington University School of medicine. The one-year program includes work experience hours and ten-hours per week of training. After completion, participants take the State Medical Assistant certification examination. The program started November 1 with 13 people enrolled in the first cohort.

West Central, Linda Kirk:

- The West Central Region has developed over a dozen Connection Sites throughout their area. Their primary location is within local libraries, so they have computer access. Job Center staff commit to one day a month at each site to provide services for job seekers and employers.
- The new *Students Excited About Learning (S.E.A.L.)* Youth Program is a spin-off of the *Scholar's Program*. In June partners met to discuss how we could better meet youth performance measures, and S.E.A.L. was developed. Fifteen youth were enrolled in this program on October 5th and began working toward their HiSet. Twelve of the 15 will be taking their HiSet test in December. The youth participated in a leadership class, entrepreneurship class, and a two day Career Camp all developed by State Fair Community College.

St. Charles County, Scott Drachnik:

- The region is using the re-imagine Job Fair approach by hosting them off-site using prizes, music, raffles, and refreshments (not paid for by WIOA funds) and making them more focused and appealing. A couple of examples include:
 - This past summer the St. Charles area held a *Government & Public Services Career Fair* with ten employers ranging from local cities, county government, community college, public school districts, and the library district. They attracted almost 300 job seekers.
 - They repeated this effort in October with the *Professional & Technical Career Expo* for jobs paying \$30,000 and above per year. This event engaged more than 20 employers including Boeing, General Motors, and a number of manufacturers, along with Spectrum, Compass Heath, CarShield, Flat World Supply Chain, etc. Nearly 200 job seekers attended.

- This year's *Manufacturing Day* celebration was the largest and most successful ever. They bused in approximately 1,000 public and private middle school and high school students for a business expo at St. Charles Community College. The event included the following:
 - Hands-on displays from over 20 manufacturers
 - Informative video and panel discussion
 - Giveaways and lunch
 - Multiple business tours

Scott noted the MODWD and the Hawthorne Foundation is hosting an awards ceremony with special recognition going to TEAM for their innovation and apprenticeship programs.

Questions and Comments, Chairman William “Bill” Skains /Len Toenjes:

Vice Chair Toenjes inquired if anyone at DED or DWD has seen or heard anything new on the *Best in Midwest / Talent for Tomorrow* initiatives and how and if changes may impact the work of the Board. Dave stated there have not been any updates at this time, but he has been invited to a meeting on December 12 where he hopes to learn more.

As the meeting demonstrated today, we are developing a lot of new data assessment and presentation tools, Dave remarked. The standard WIOA performance report is not very exciting to the public, so he asked for the Board's input on the sorts of data and information they would like to see more of. If you have ideas, please reach out to Dave.

Future meeting dates discussed and agreed upon are:

- Thursday, January 31, 2019 (conference call)
- Thursday, May 23, 2019 (in-person meeting)
- Wednesday, September 4, 2019 (in-person meeting at the DED Conference in St. Charles – arrive on Tuesday, September 3rd)
- Wednesday, November 13, 2019

Closing Remarks, Len Toenjes:

Chairman Skains excused himself prior to the end of the meeting. Len closed by thanking the panel for attending and their participation.

Motion to Adjourn*: Wayne Feuerborn made the motion to adjourn, Cheryl Thruston seconded and motion carried. Meeting adjourned at 11:07AM.

*Vote required.